

No matter what you're in

Candidate Search Update

FILE: *Resumes*
SEARCH DATE: 5/20/85
CLIENT: *Splendora Gourmet Baby Foods*

FIND

EXPERIENCE: *Marketing Manager*
FIELD: *Food/Baby Food*
SIZE: *500+ Employees*
SALARY REQ: *\$40-\$50,000 Per Annum*
LOCATION REQ: *Domestic*
RELOCATABLE: *Yes*

Name	Experience	Salary	Education	Age
Antosz, Hank	1978—Present Pinz-Pinz Baby Food 1976—1978 Heath Baby Products	\$45,000	Harvard MBA/Mgt.	33
Brown, Bob	1984—Present Liz for Kids 1982—1984 Bonnie Babe, Inc.	\$48,000	CSUN/Marketing BA	26
Hayden, Steve	1979—Present Heath Baby Products 1975—1979 Nummy Tumtums	\$43,000	UCLA/Sociology BA Harvard MBA	35
Morrison, John	1977—Present Camille Grocers, Ltd. 1974—1977 Georgie Porgie of London	\$40,000	Oxford/Marketing	32
West, Nick	1961—Present Bonnie Babe, Inc.	\$47,000	UCLA MBA/Mgt.	42



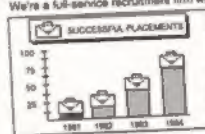
Recruit-A-Suit
100 Adams Avenue
Suite 112
Detroit, Michigan

May 20, 1985

Mr. Craig Helm
Vice President, Marketing
Splendora Gourmet Baby Foods
2200 Michigan Place East
Winnetka, Illinois

Dear Mr. Helm:

As a busy executive you know that accomplishing your many professional objectives is a full-time job. And the last thing you need is to take time out of your hectic schedule to search for a new team player. That's where **Recruit-A-Suit** can help!



We're a full-service recruitment firm with our finger on more than 5,000, meticulously selected, aggressive, ambitious, highly-qualified professionals not unlike yourself. Our selective screening processes help us locate candidates who not only meet your specified work experience and salary requirements, but who are well suited to the corporate culture of your company. One more reason we enjoy the highest success rate in the industry! Though our fees remain among the most competitive in the industry, Enclosed, please find more information on our client references, case histories and terms of business for your reading pleasure. And next time you find yourself faced with an empty swivel chair, don't hesitate to call **Recruit-A-Suit**.

Sincerely,

Cynthia Sherr

Cynthia Sherr
Senior Associate

CS:dh

enc.

Using database management programs you can store, retrieve and sort information in an almost unlimited number of combinations. As opposed to the way you're probably doing it now. Above, we've located eligible candidates by salary and work experience. But database management is also handy for things like generating master mailing lists. Creating invoices. Sorting by zip code. Checking inventory. No files to lose. No cross-referencing your Rolodex. No paperclips.



In business, people often meet your letterhead before they meet you. Ever wondered what a type-written page stiff with while-out says about your business?

With The Macintosh Office you can even design and print your own letterhead, plus combine publication quality text and graphics for a lasting first impression. More important, you can send personalized letters to as many prospects as you have paper.



business you're in, business.

Candidate Profile Analysis



Each graph represents seven to ten pages of test information per candidate.

Individual tests are available for your review at your request.

As these comparative charts indicate, all candidates tested competitively in the four areas.

However, based on further in-depth study, including extensive personal interviews, we highly recommend you interview candidates 4 and 5 as soon as possible.

Our office will be contacting you immediately to set up these interviews at your earliest convenience.

Recruit-A-Suit Income Statement Fiscal Year Ending 9/30/84

SALES	Q1	Q2	Q3	Q4	Year-end
Ann Arbor					
Fees	20,000	18,000	22,000	17,000	78,000
Commissions	32,000	45,000	48,000	42,000	167,000
Total Ann Arbor	72,000	63,000	70,000	59,000	264,000
Detroit					
Fees	44,000	46,000	42,000	39,000	171,000
Commissions	68,000	72,000	64,000	62,000	266,000
Total Detroit	112,000	118,000	106,000	101,000	437,000
GRAND TOTAL	184,000	181,000	176,000	160,000	698,000
OPERATING EXPENSES					
Ann Arbor					
Payroll	30,000	30,000	33,000	30,000	123,000
Taxes	2,500	2,500	2,500	2,500	10,000
Auto	1,200	1,200	1,200	1,200	4,800
Telephone	800	800	800	800	3,200
Rent	8,000	8,000	8,000	8,000	32,000
Utilities	500	500	500	500	2,000
Over/Subscription	100	100	100	100	400
Advertising	3,000	3,000	3,000	3,000	12,000
Travel	1,500	1,500	1,500	1,500	6,000
Entertainment	1,500	1,500	1,750	1,500	6,250
Office Supplies	300	300	300	300	1,200
Ann Arbor Total	46,300	46,300	49,300	46,300	188,200
Detroit					
Payroll	60,000	62,000	60,000	60,000	242,000
Taxes	4,000	4,000	4,000	4,000	16,000
Auto	2,400	2,400	2,400	2,400	9,600
Telephone	1,200	1,500	1,500	1,200	5,400
Rent	8,100	8,100	8,100	8,400	32,700
Utilities	600	600	600	600	2,400
Over/Subscription	200	250	200	200	950
Advertising	3,000	3,500	3,500	3,500	13,500
Travel	1,500	1,500	1,200	1,400	5,600
Entertainment	1,800	1,800	1,800	1,800	7,200
Office Supplies	400	400	400	400	1,600
Detroit Total	75,100	77,200	75,300	79,400	307,000
EXPENSES TOTAL	121,400	123,500	124,600	125,700	495,200
NET PRE-TAX INCOME	62,600	57,500	51,400	34,300	205,800

If a picture is worth a thousand words, business graphics like these could cut meetings and presentations in half.

We've taken information on five candidates stored in one software program, copied it into another program, where it was used to create these comparative bar graphs. Once your data is entered, this particular software program gives you your choice of 42 different graph configurations. You can preview your material (whether it's candidates, costs or cookies) in each configuration to decide which chart or graph most persuasively makes your point.



As you well know, business involves innumerable number-related tasks, not the least of which is generating income and expense statements like this one. Should you want to change any of the entered items — to take a look at the effects of opening a new office or decreasing your staff — a spreadsheet program like Multiplan™ will automatically recalculate the entire document. (Here, we've copied it into MacDraw™ and enhanced it for presentation purposes.) It not only saves hours of entering, double-checking and erasing, but when teamed up with our LaserWriter printer, it produces a printout impressive enough to show a bank president. Fast enough for this afternoon's meeting.

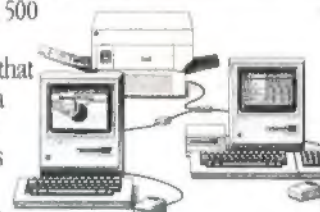
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The cornerstone of The Macintosh Office is our Macintosh 512K computer. All you need to know about its powerful, 32-bit, mouse-driven technology is that it reduces the time it takes to become productive with a computer from well over a work week to just under a lunch hour.

But more important, Macintosh runs more than 500

software programs that can solve a multitude of business problems.



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